

In the Claims

1-7. (Canceled)

8. (New) A method for trading electronic information items, the method comprising:

providing an electronic information item trading system;

said trading system including:

a trading center with a trading database server and a trading exchange

server;

a selection process, a packaging process, and a control delivery process;

providing the trading center access to a network to enable trading of the electronic information items;

having at least one network operator associated with the trading system, where each of said at least one network operator has content associated with their network that is available through subscription;

providing an control device for executing the selection process and the control delivery process;

the system capable of supporting a plurality of users and enabling the users associated with the network operator the ability to trade content to which they subscribe, wherein

users who complete the selection process are identified as selling subscribers;

the selection process including:

wherein when one of the selling-subscribers identifies and selects content for their use and directs the remaining content which is identified as for-trade to the packaging process;

the packaging process transforming the for-not-use content into dealpacks;

providing a plurality of gateways on the network, the gateways controlling the path of the dealpacks;

listing the dealpacks on the trading system where the users of the trading system have access to the dealpacks;

a control delivery process for delivering traded dealpacks including:

receiving a payment for the traded dealpack;

generating a secret key for the traded dealpack;

submission and verification of the secret key;

delivering the traded dealpack to the user upon verification of the secret key.

9. (New) The method of claim 8, further including:

employing an interactive electronic program guide in the selection process.

10. (New) The method of claim 8, further including:

employing a browser in the selection process.

11. (New) The method of claim 8, the packaging process including:

receiving the remaining content of electronic information items upon completion of the selection process;

mapping each of the electronic information items into a predefined matrix via the transforming and reorganizing process which regroups and indexes the electronic information items into the dealpacks;

incorporating label data and pricing information into each dealpack;

each dealpack having an account number associated therewith, wherein the account number relates to the user who directed the for-trade content to the packaging process;

assigning an identification code to each of the dealpacks;

assigning a price to each of the dealpacks; and

sending the label data and pricing information of each dealpack to the exchange server for listing and trading.

12. (New) The method of claim 8, the secret key is generated by the following steps:

providing an algorithm to generate the secret key;

said algorithm generating the secret key by assembling and encrypting the following items:

- a key from the selling subscriber;
- a time frame associated with the dealpack,
- an identification associated with dealpack; and
- verifier of payment of the trading package.

13. (New) The method of claim 8, wherein the control device is selected from the group consisting of a TV set-top box, a computer, a handheld PC, a PDA, a server side cable head-end, a telecom node, and a computer hub.

14. (New) The method of claim 11, the secret key is generated by the following steps:

providing an algorithm to generate the secret key;

said algorithm generating the secret key by assembling and encrypting the following items:

- a key from the selling subscriber;
- a time frame associated with the dealpack,
- an identification associated with dealpack; and
- verifier of payment of the trading package.

15. (New) The method of claim 11, wherein the mechanism for submitting the secret key is selected from the group consisting of internet, wire, cable, and wireless; wherein the secret key is submitted by the group consisting of the trading center and the buying user.

16. (New) The method of claim 15, wherein the upon verification of the secret key, a pass is issued to allow delivery of the dealpack.

17. (New) The method of claim 8, wherein the trading packages are encrypted for transmission and decrypted upon delivery.

18. (New) The method of claim 13, the secret key is generated by the following steps:

providing an algorithm to generate the secret key;

said algorithm generating the secret key by assembling and encrypting the following items:

- a key from the selling subscriber;
- a time frame associated with the dealpack,
- an identification associated with dealpack; and
- verifier of payment of the trading package.

19. (New) The method of claim 8, including a database server associated with each of said at least one network operator.

20. (New) The method of claim 8, where trading may occur in real, delayed, or relayed time.

21. (New) The method of claim 8, a database server associated with each of said at least one network operator, an exchange server associated with the trading system.